

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Gregov et al.

Application No.: 09/848,608

Confirmation No.: 5996

Filed: May 3, 2001

Art Unit: 3625

For: PERSONALIZED PROMOTION OF NEW
CONTENT

Examiner: N. U. Haq

RESPONSE TO FINAL OFFICE ACTION

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the Final Office Action dated May 9, 2007, please amend the above-identified U.S. patent application as follows:

Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.